



# ELROD

*FOR PRODUCING HIGH-QUALITY STRIP AND BASE MATERIAL*

*lead, slug,  
rule and base caster*

**ELROD IS RIGHT IN PRINCIPLE**

## ELROD MOLDS

*Each Elrod mold is a complete, fixed unit—there is a separate, durable, precision mold for each size and kind of strip material. The internal cross-section of each mold determines the thickness and height of the strip*

36-Point Rule		
30-Point Rule		
24-Point Rule		
18-Point Rule		
12-Point Rule		
10-Point Rule		
8-Point Rule		
6-Point Rule		
4-Point Rule		
3-Point Rule		
2-Point Rule		
1-Point Rule		
Half-Point Rule		
Halfline Rule		
12-Point	Two Two-point with four Half-point	
12-Point	Six Half-point	
12-Point	Three Half-point	
12-Point	Six-point with two Two-point	
12-Point	Six-point with two One-point	
8-Point	Four-point with two One-point	
6-Point	Two-point with triple Halfline	
6-Point	Two-point with two Half-point	
6-Point	One-point with two Half-point	
6-Point	Two and one-half-point with two Half-point	
6-Point	Four-point with half-point	

is saved by having any size or kind of strip material readily available. No tying-up of capital in costly inventories; no shortages; no borrowing from standing forms. The convenience of Elrod strip-casting is, in itself, a major advantage in Composing Room efficiency.

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dailies, weekly newspapers, commercial plants and other moderate layout for their needs

## QUALITY OF PRODUCT

More than 70% of all the di-

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		30-Point Rule	
		24-Point Rule	
		18-Point Rule	
		12-Point Rule	
		10-Point Rule	
		8-Point Rule	
		6-Point Rule	
		4-Point Rule	
		3-Point Rule	
		2-Point Rule	
		1-Point Rule	
		Half-Point Rule	
		Hairline Rule	
79-42	Two Two-point with four Half-point	12-Point	
79-41	Six Half-point	12-Point	
79-40	Three Half-point	12-Point	
79-18	Six-point with two Two-point	12-Point	
79-17	Six-point with two One-point	12-Point	
79-38	Four-point with two One-point	8-Point	
76-14	Two-point with triple Hairline	6-Point	
76-37	Two-point with two Half-point	6-Point	
76-36	One-point with two Half-point	6-Point	
76-35	Two and one-half point with two Half-point	6-Point	
76-34	Four-point with Half-point	6-Point	
76-27	Triple One-point	6-Point	
76-29	Three-point with One-point	6-Point	
76-12	Tariff Rule	6-Point	
76-10	Double Two-point	6-Point	
76-33	Two-point with One-point (on side)	6-Point	
76-32	Two-point with Half-point (on side)	6-Point	
76-31	One and one-half point with Half-point (on side)	6-Point	
76-13	Double One-point	6-Point	
76-28	Double One-point (on side)	6-Point	
	Double One-point (on side)	6-Point	

and, in the case of rules, the rule face and its relative position on the body. Since Elrod molds are not "adjustable", absolute uniformity of strip material is maintained at all times.

## RANGE OF PRODUCT

With a single machine, the composing room can produce type-high rules and spacing or base material of any desired height and thickness, and the machine can be set to cut off the strip to the desired measure, as produced. The Model F Elrod produces strip material from 1-point to 36 point in thickness, and the new economy Model K Elrod produces material up to 18-point in thickness and is designed for the smaller dailies, weekly newspapers, small and medium-sized commercial plants and other shops which require a moderate layout for their needs.

## QUALITY OF PRODUCT

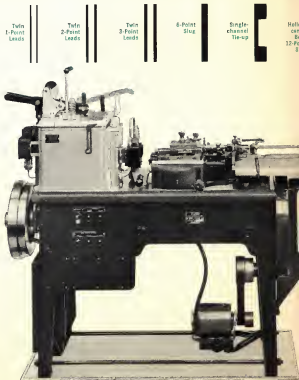
More than 70% of all the daily newspapers in the

United States and Canada use the Elrod for their strip material requirements. Large metropolitan newspapers have tested 36-point Elrod-cast base under severe pressures incident to dry mat molding and have found that it stands up better than any other type-metal base . . . the ideal mounting for halftones and shellcast stereotypes in newspaper forms. Elrod leads and slugs are smooth and comfortable to handle. Their precision molding and uniform quality make them particularly satisfactory for cutting with mitering machines, composing room saws and other cutting tools.

## REPROCESSING ECONOMY

For producing leads and rules, only first-class metal is to be used; for producing slug and base material, however, old metal, dead type slugs, spacing material and base may be fed directly into the crucible without first being remelted. When Elrod-cast strip material has been used in the form, it need not be picked out before dumping the form—

76-12	Tariff Rule	6-Point
76-10	Double Two-point	6-Point
76-23	Two-point with One-point (on side)	6-Point
76-22	Two-point with Half-point (on side)	6-Point
76-31	One and one-half point with Half-point (on side)	6-Point
76-13	Double One-point	6-Point
76-28	Double One-point (on side)	6-Point
76-19	Double One-point (on side)	6-Point
76-30	Double Half-point (on side)	6-Point
76-54	Double Half-point centerface (2 Pt. white space)	6-Point
76-47	Double Half-point centerface (1½ Pt. white space)	6-Point
76-11	Double Marine (on side)	6-Point
76-46	Double Maritime centerface	6-Point
76-04	Cut-off Rule	4-Point
73-31	One and one-half point with Half-point	3-Point



*dailies, weekly newspapers, small and medium-sized commercial plants and other shops which require a moderate layout for their needs.*

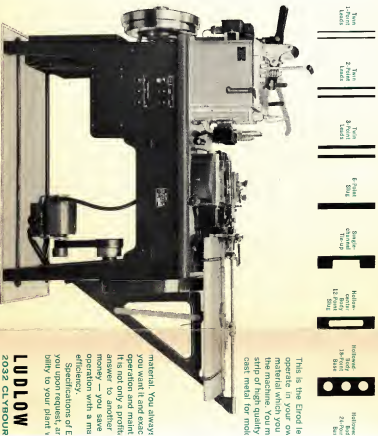
## QUALITY OF PRODUCT

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*For producing heads and rules, only first-class metal is to be used; for producing slug and base material, however, old metal, dead type slugs, spacing material and base may be fed directly into the crucible without first being remelted. When Enrod-cast strip material has been used in the form, it need not be picked out before dumping the form—*

*in the crucible, for electrical or thermostatically employee of ave to operate the E strip material. . . easily with expe*

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Thin  
1-1/2  
Lead

Thin  
2  
Lead

Thin  
3  
Lead

6-Point  
Slug

Single-  
cast  
Tip-up  
Slug

Bottom-  
cast  
Bury  
12-Point  
Slug

Hotbed-  
cast  
18-Point  
8-1/2" x 1-1/2"

Bottom-  
cast  
24-Point  
8-1/2" x 1-1/2"

This is the Enrod machine which you operate in your own material which you strip of high quality cast metal for molten.

material. You always want it and exact operation and maintenance is not only a profit answer to another money — you save efficiency. Specifications of E you upon request, at ability to your plant.

**LUDELOW**  
2032 CLYBOUR

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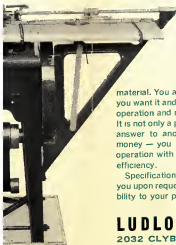
the entire metal form can be pushed off the  
stone into the hell-box and then converted into new  
Elrod-cast slugs and base.

#### MECHANICAL AND OPERATIONAL SIMPLICITY

*In design and construction, the Elrod is simple, sturdy and easy to operate. There are relatively few moving parts, and these travel in easy motions with a minimum of shock, noise and wear. There are no delicate adjustments, and all bearings are ample in size and easily lubricated. Because the Elrod is soundly engineered and precision manufactured for low maintenance cost, it will run for hours with little attention other than replenishment of metal in the crucible. Both Elrod models are available for electrical or gas operation and all are thermostatically controlled. In a very short time, any employee of average intelligence can learn how to operate the Elrod and produce satisfactory strip material . . . special skill and adeptness come easily with experience.*



This is the Elrod lead, slug, rule and base casting machine which you operate in your own shop. These are the varieties of strip and base material which you mold from separate precision molds furnished with the machine. You mold any size or thickness of material in a continuous strip of high quality, without any breaks or welds. You reprocess Elrod-cast metal for molding base and slugs, saving repeated purchases of



material. You always have strip material on hand (not standing!) when you want it and exactly as you want it. Elrod is simplicity itself in design, operation and maintenance, and it requires no special skills to operate. It is not only a profitable investment for the printer, it is also the natural answer to another phase of self-sufficiency in the plant. You save money — you save time — and you expedite jobs. Modernize your operation with a machine that, in itself, pays for itself in economy and efficiency.

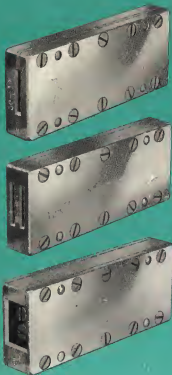
Specifications of Elrod with specimens of Elrod-cast strip will be sent you upon request, and questions regarding the machine and its applicability to your plant will be carefully answered.

**LUDLOW TYPOGRAPH COMPANY**  
2032 CLYBOURN AVENUE, CHICAGO, ILLINOIS 60614



*All models of Elrod machines are available for use either with electricity or gas for heating the crucible and throat. Both gas and electric heating systems are equipped with automatic thermostatic controls. Highly satisfactory Elrod-cast lead, slug, rule and base material can be produced by feeding metal, dead type slugs, spacing material and base directly into the crucible without their first being re-melted.*

*Elrod molds are of each size and the The internal cross determines the th and, in the case of its relative position mold is placed in and a mold sealing accurate sealing. so slightly with a uniformity of stri*



*Elrod molds are complete, fixed units—there is a separate, durable, precision mold for each size and thickness of strip material. The internal cross-section of the mold determines the thickness and height of the strip and, in the case of rules, the ruleface and its relative position on the body. The desired mold is placed in a recessed mold chamber and a mold sealing valve produces positive and accurate sealing. Sturdy Elrod molds wear so slightly with ordinary use that absolute uniformity of strip material is assured.*

*Elrod casts a continuous strip of quality material—without any brittle breaks or welds. In the Elrod, molten metal from the crucible, passing through the mold, is progressively cooled and solidified under pressure, thus forming a strong, solid, continuous one-piece strip of unlimited length and uniform quality. The Elrod is the only strip-casting machine operating on this principle.*